

U.S. Patent Application Serial No. 10/026,823  
Amendment filed June 6, 2006  
Reply to OA dated March 6, 2006

**REMARKS:**

Claims 1-6 and 10-19 are currently pending, none of which have been amended herein.

Applicants and Applicants' attorney thank Examiner Kramer for the interview February 24, 2006. The special attention the Examiner paid to the instant application is noted with appreciation. During the interview, claim 1 and the specification were discussed. No art was discussed during the interview. Applicants' attorney has agreed to telephone the Examiner to follow up on the discussion, as noted on page 3 of the Interview Summary mailed March 1, 2006.

Claims 1-6, 11, 12, and 15-19 stand rejected under 35 USC 103(a) as obvious over USP 6,507,824 (Yon) in view of a publication entitled *How the Internet Works*.

Applicants respectfully traverse this rejection, for the following reasons.

According to the principles set forth in the subject application, because the customer database stores use information which may include requirements relating to items to be colored predetermined in correlation with the user ID and types of resin and dye or pigment which can be used, the color-designating server can transmit a conditions-designating screen for displaying the requirements and the types of resin and dye or pigment so that the user can designate conditions data from the requirements and the types of resin and dye or pigment. Therefore, the scope of selection displayed

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on the condition-designating screen is restricted to the scope operable for the user, and designation of the requirements and the types of resin and dye or pigment can be performed easily.

In contrast, the publication *How the Internet Works* discloses a server for providing a virtual shopping cart system. In that virtual shopping cart system, each virtual cart is related to each user ID, and, when a user drops an item in the virtual cart, the information of the item is stored in a database so as to relate to the user.

Based on this function, the Examiner alleges that it would have been obvious to modify the selection of products taught by Yon to include storage of the selected product in a virtual shopping cart as taught by the publication *How the Internet Works*.

However, in the system of the publication *How the Internet Works*, the purpose of storing information regarding user and purchased items in a database is to settle accounts, not to customize screens to be displayed to the same user when the user accesses the virtual shopping cart system next time. The publication *How the Internet Works* is completely silent about such customization of screens to be displayed for repeaters.

In the system of the publication *How the Internet Works*, if screens to be displayed to repeaters are customized in accordance with information of their last shopping episode, the screens

will display only items which the users purchased in the last shopping episode, and there will be a disadvantage that users cannot select items other than the items which they have already purchased. Therefore, finding a desired item becomes troublesome for repeaters, and thus the objective of the system of the publication *How the Internet Works* (that is, efficient sales of various items to the consuming public) will be inhibited.

In view of the above, **Yon** and the publication *How the Internet Works*, alone or in combination, fail to describe, teach, or suggest the following features of claims 1 and 12 of the subject application:

- (i) a customer database which stores user information, comprising user ID for specifying users of the color-designating server, and use information including requirements relating to items to be colored predetermined in correlation with user ID, and types of resin and dye or pigment which can be used for the requirements;
- (ii) wherein, when the user has been identified, the conditions-designating processing unit transmits the condition-designating screen to the user terminal;
- (iii) the conditions-designating screen displays the requirements and the types of resin and dye or pigment, which are stored in the customer database in correlation with the

identified user, so that the user can designate conditions data from the requirements and the types of resin and dye or pigment displayed on the conditions-designating screen.

**Yon** and the publication *How the Internet Works*, alone or in combination, do not describe, teach, or suggest the following features set forth in claims 1 and 12: "a customer database which stores user information, comprising user ID for specifying users of the color-designating server, and use information including requirements relating to items to be colored predetermined in correlation with user ID, and types of resin and dye or pigment which can be used for the requirements ... wherein, when the user has been identified, the conditions-designating processing unit transmits the conditions-designating screen to the user terminal; the conditions-designating screen displays the requirements and the types of resin and dye or pigment, which are stored in the customer database in correlation with the identified user, so that the user can designate conditions data from the requirements and the types of resin and dye or pigment displayed on the conditions-designating screen," in combination with the other claimed features.

**Yon** and the publication *How the Internet Works*, alone or in combination, do not describe, teach, or suggest the following features set forth in claims 16 and 19: "specifying users of the color-designating server by accessing a customer database which stores user information, comprising user ID for specifying users of the color-designating server, and use information including requirements

relating to items to be colored, predetermined in correlation with the user ID, and types of resin and dye or pigment which can be used for the requirements; when the user has been identified, transmitting a conditions-designating screen for designating conditions data, required for determining matchable colors, to the user terminal, the conditions-designating screen displays the requirements and the types of resin and dye or pigment, which are stored in the customer data base in correlation with the identified user, so that the user can designate conditions data from the requirements and the types of resin and dye or pigment displayed on the conditions-designating screen," in combination with the other claimed features.

**Yon** and the publication *How the Internet Works*, alone or in combination, do not describe, teach, or suggest the following features set forth in claim 18: "specifying users of the color-designating server by accessing a customer database which stores user information, comprising user ID for specifying users of the color-designating server, and use information including requirements relating to items to be colored, predetermined in correlation with the user ID, and types of resin and dye or pigment which can be used for the requirements; when the user has been identified, transmitting by the color-designating server a conditions-designating screen for designating conditions data, required for determining matchable colors, to the user terminal ...; the conditions-designating screen displays the requirements and the types of resin and dye or pigment, which are stored in the customer database in correlation with the identified user, so that the user can designate conditions data from the requirements and the types of resin and dye or pigment displayed on the

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conditions- designating screen," in combination with the other claimed features.

Accordingly, in view of the above, Applicants respectfully submit that the rejection of claims 1, 12, 16, 18, and 19 should be withdrawn. The rejection of claims 2-6, 11, 15, and 17 should be withdrawn by virtue of their dependency.

Claims 10, 13, and 14 stand rejected under 35 USC 103(a) as obvious over **Yon** in view of USP 5,383,111 (**Homma**).

Applicants respectfully traverse this rejection, for the following reasons.

The Examiner has conceded that "**Yon** does not specifically teach storing this product selection (use) in a customer database" (Office Action, page 3, line 19-20). In the rejection of claims 1-6, 11, 12, and 15-19, the Examiner attempts to rely on the publication *How the Internet Works* to remedy this deficiency of **Yon**. However, when the Examiner rejects claims 10, 13, and 14 under 35 USC 103(a) as obvious over **Yon** in view of **Homma**, the Examiner does not rely on the publication *How the Internet Works*. Furthermore, the Examiner does not allege that **Homma** remedies **Yon's** deficiencies by teaching "a customer database which stores user information" (claim 1, line 10) or "a matchable color database which stores date" (claim 12, line 6).

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Claim 10 depends from claim 1. Claims 13 and 14 depend from claim 12. Accordingly, in view of the above, Applicants respectfully submit that the rejection of claims 10, 13, and 14 should be withdrawn by virtue of their dependency.

In view of the aforementioned remarks, all claims currently pending are in condition for allowance, which action, at an early date, is requested.

If, for any reason, it is felt that this application is not now in condition for allowance, the Examiner is requested to contact the Applicants' undersigned attorney at the telephone number indicated below to arrange for an interview to expedite the disposition of this case.

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In the event that this paper is not timely filed, the Applicants respectfully petition for an appropriate extension of time. Please charge any fees for such an extension of time, and any other fees which may be due now or in the future with respect to this application, to Deposit Account No. 01-2340.

Respectfully submitted,

ARMSTRONG, KRATZ, QUINTOS,  
HANSON & BROOKS, LLP



Darren R. Crew  
Attorney for Applicants  
Reg. No. 37,806

DRC/ilf

Atty. Docket No. **011767**  
Suite 1000  
1725 K Street, N.W.  
Washington, D.C. 20006  
(202) 659-2930



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